



Spring/Summer 2024 Trend Report



WELCOME TO SPRING/SUMMER 2024

Discover the Season's Trends

Discover the hottest macro and micro fashion trends for Spring/Summer 2024, and learn how brands and retailers can effectively operationalize and capitalize on these trends for a more seamless shopping experience. From cool and comfortable to maximalist and glam, see what the upcoming seasons have to offer.

This season's biggest trends include the following macro trend categories, each of which includes four micro trends:

- 1. Wearable Wellness**
- 2. Y2K Revival**
- 3. Jet Setting**
- 4. Counterculture Cool**
- 5. Over-the-Top Statements**

MACRO TREND

Wearable Wellness

No longer merely a special treat, wellness is now a significantly influential trend in global fashion and beauty.

In regards to fashion, activewear sales are booming and retailers have added comfort and wellness-focused offerings to their collections. People have been long wearing comfortable activewear for both its versatility and relaxed fit.

TikTok has played a pivotal role in the rise of this trend in the beauty space, with #wellness receiving 16.9 billion views.

- Beauty-focused content influenced 89% of TikTok's total users to make wellness-focused purchases.
- Skincare boomed in popularity on TikTok across 2023 and brands are shifting to focus on producing skincare products.
- This trend isn't just on TikTok though! General interest in skincare wellness has risen across search engines.



WELLNESS TREND #1

Puffy Sandals

With over 40.7 million views on TikTok, these trendy trends will be everywhere this summer. It calls back to the puffy sandal of the 90s and early 2000s.

Dressing Style: Minimalist, Edgy

Embellishments: Rhinestones, Logos, Stitching

Fabrics: Leather, Synthetic Rubber

Prints/Patterns: Solid

Bottega Veneta transformed this throwback style into today's version. They brought the puffy look to a range of shoes, from sumptuous heels to sensible flats.



WELLNESS TREND #2

Long Pendants

Long pendants on necklaces often feature shells, modular charms, beads, and mother of pearl, and natural stones, many of which are believed to have calming effects.

Dressing Style: Boho Chic

Embellishments: Beads, Metals, Pearl, Stone

Chloé's Spring 2024 ready-to-wear collection showcased several long pendants as accessories that tapped into the recent Coastal Grandmother trend that was popularized on TikTok.



WELLNESS TREND #3

Soft Workwear

It's time to update men's classic work attire. This fresh take on relaxed men's workwear offers an elevated look that's functional and fashionable. It's inspired by midcentury tropical motifs, with sturdy and relaxed fits.

Dressing Style: Boho Chic, Edgy/Urban, Minimalist

Embellishments: Embroidery, Patterns, Colorblock

Fabrics: Linen, Chambray, Jacquard, Denim

Prints/Patterns: Stripes, Florals

Dior featured these looks in their men's Summer 2023 show, drawing inspiration from Christian Dior's first home in Normandy.



WELLNESS TREND #4

Strawberry Girl

Originating from Hailey Bieber and amassing over 13.9 million views on TikTok, the Strawberry Girl beauty trend features a fresh-faced look with touches of red throughout the cheeks, lips, fingers, and toes.

Beauty Style: Natural Beauty

Colors: Red, Maroon, Burgundy

Finish: Matte, Glossy

Product Type: Face, Lips, Nails

Rhode, Bieber's beauty brand, exemplifies the aesthetic, offering hydrating skincare products and glowy red tints.



MACRO TREND

Y2K Revival

Several popular early aughts trends have hit the shelves and runways again. New spins on the so-called Y2K has trend have resurfaced . . . and they might just take you on a trip down memory lane.

These looks are fueled by TikTok with #y2k boasting 31.3 billion video views and #y2kAesthetic boasting 5.3 billion views.

As part of the 20-year trend cycle, we've seen younger generations ditch skinny jeans for wide-legged pants. Frosty blue makeup takes last year's Mermaidcore trend to its next step forward. McBling has barrled back with high-heeled flip flops and capri pants.

Oh, and remember Britney's and Justin's iconic denim-on-denim moment? Yeah . . . it's back with a 2020s twist.



Y2K REVIVAL TREND #1

Capri Pants

Spotted on the runways of Tory Burch and 3.1 Phillip Lim, cropped capris are a warm-weather alternative to classic jeans and winter's woolen trousers.

#CapriPants have 9.7 million views on TikTok and celebrities like Gigi and Bella Hadid have recently sported modern versions of the throwback trend.

Dressing Style: Classic, Minimalist, Boho, Edgy, Chic, Romantic

Embellishments: Sheer, Piping Studs

Fabrics: Lace, Denim, Polyester, Wool



Y2K REVIVAL TREND #2

Elevated Flip Flops

With the continuing evolution of Y2K-inspired trends, iconic footwear of the era is reemerging. Flip flop heels are being revamped by additions of elevated materials, metallic finishes, and luxurious embellishments.

Dressing Style: Feminine, Glamorous, Chic

Embellishments: Gems, Rhinestones, Metal

Fabrics: Leather

Print/Patterns: Neutrals, Bright Colors, Pastels, Metallics

Brands from Chanel to SHEIN are bringing back flip flops with a high heel boost.



Y2K REVIVAL TREND #3

Frosty Mermaidcore

On TikTok alone, there have been 14.5 billion searches for “mermaidcore.” Its grip on fashion has trickled over to beauty, influencing iridescent and shimmery looks of sea foam, aquamarine, and holographic violets.

Beauty Style: Glam, Edgy

Colors: Blue, Green, Iridescent, Lavender

Finish: Glitter, Glossy, Metallic, Shimmer

Too Faced has curated cosmetics from their brand to give shoppers tutorials on the exact products they could use to create these frosty, fantastical looks.



Y2K REVIVAL TREND #4

Double Denim

This denim-on-denim look establishes itself as a timeless trend, honoring the eternal practicality of the fabric. Double denim is embraced by all generations, simply pairing classic blue denim tops, outerwear, and pants.

Dressing Style: Classic, Minimalist, Boho Chic

Denim Wash/Color: Light Blue, Medium Blue, Dark Blue, Indigo Wash, Faded, Sandwash, Stonewash

Embellishments: Whiskering

Diesel's most recent season of menswear features the double denim look with a wide ranges of washes.



MACRO TREND

Jet Setting

You took a trip down memory lane with the last trend. Now it's time to take a trip around the globe! After years of travel restrictions, cancellations, and complications, consumers are inspired to venture to far-off destinations. Even film and TV characters are hitting the road.

This trend's inspiration comes from, well, everywhere!

- Classically Greek-inspired trends are cropping up, with #goddessAesthetic having 9.3 million views on TikTok and Hellenistic decorating taking Pinterest by storm.
- Last year's Coastal Living trend is evolving in 2024 with 107 million TikTok views.
- And yet, we see brand new twists on makeup and clothing looks inspired by very warm destinations.

Wherever you want to go, or wherever you want to emulate, there is surely a jet-setting micro trend to reflect it.



JET SETTING TREND #1

Botanica

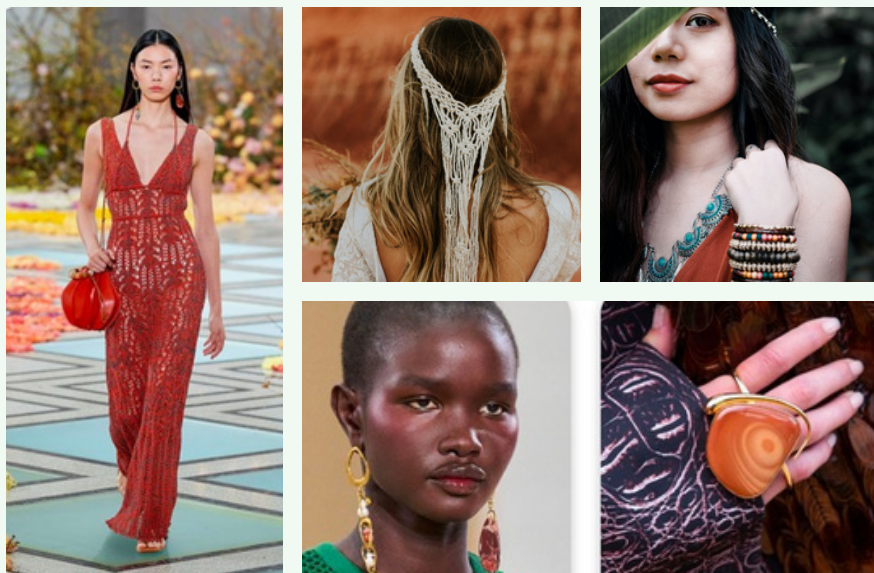
Tropical themes are getting re-energized. Sleek elements take center stage, making bold statements through relaxed silhouettes, saturated colors, and layers.

Inspired by far-off destinations and pop culture escapism through shows like *The White Lotus*, which boasted 10.1 million viewers per episode, consumers are ready to escape to somewhere warm with their style.

Dressing Style: Boho Chic

Color: Brown, Burnt-Orange, Cream, Olive, Pink, Teal, Dark Colors, Jewel Tones, Dark and Light Neutrals

Embellishments: Beads, Metal, Pearls, Stone



JET SETTING TREND #2

Hellenistic Revival

Evoke the feeling of residing by the Aegean Sea with this elegant trend that was part of Pinterest Predicts. Based on consumer searches on Pinterest, the platform saw a 65% boost in popularity for “Ancient Greece Aesthetic.”

Home Style: Coastal, Contemporary, Traditional

Color: Blue, Gold, Red, Teal, White

Embellishments: Borders, Carved, Distressed, Tufted, Ribbed

Fabrics/Materials: Brass, Bronze, Ceramic, Marble, Wood

Print/Patterns: Abstract, Baroque, Geometric, Medallion, Toile



JET SETTING TREND #3

Icy Blue

This powder blue gives outfits feelings of ultra-cold destinations, snowy mountaintops, and floating glaciers.

Average weekly Google searches for “ice blue” have risen 25% over the last year. Ferragamo’s Spring/Summer collection includes the trend, as #iceBlue already has 138 million views on TikTok.

Dressing Style: Casual-Chic, Feminine/Romantic, Minimalist

Embellishments: Ruching, Pleats

Print/Patterns: Monochromatic, Solid



JET SETTING TREND #4

Summer Solstice Beauty

Imagine a 70's-inspired So Cal look and you’re picturing this trend. It’s all about vibrant, warm sunset tones of red, orange, and yellow.

Pantone’s 2024 Color of the Year calls to this trend with perfectly peachy, warm, sunny, and summery vibes.

Beauty Style: Glam Beauty, Edgy Beauty

Colors: Coral, Gold, Mustard, Orange, Red, Yellow

Color Family: Bright Colors, Light Colors, Dark Colors

Finish: Matte, Glossy, Metallic, Shimmer



MACRO TREND

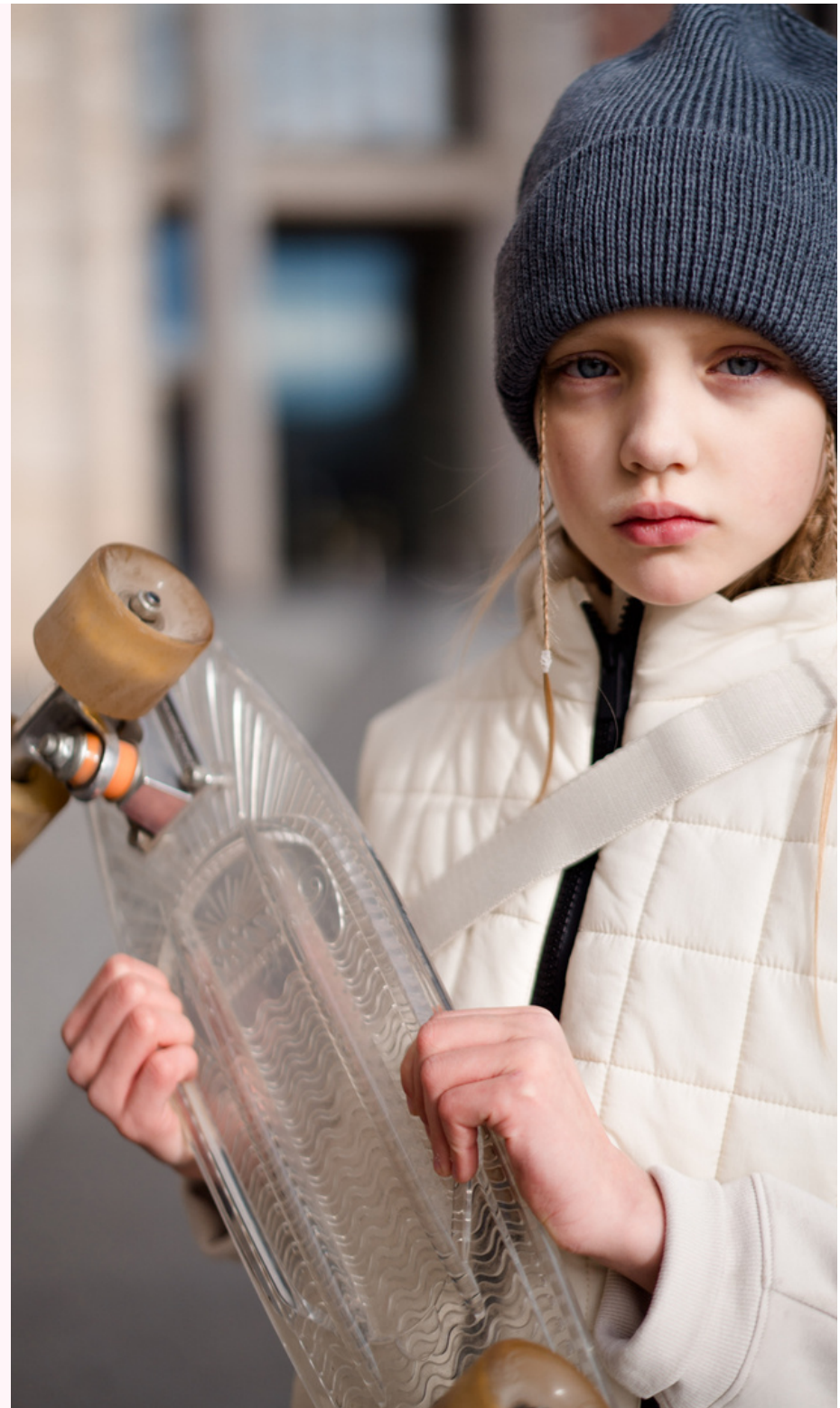
Counterculture Cool

This Spring/Summer, we see a slew of trends that up-end the traditional, explore the alternative, and flourish in the fantastical.

From a high-level view, #altFashion has 2.5 billion views on TikTok, while #altMakeup has 1 billion. Sparkly, graphic eyeliner looks from Euphoria have bled into mainstream makeup with brands like Urban Decay going all-in on the aesthetic. Meanwhile, mega-popular stars like Billie Eilish are bringing over-the-top alternative styles to the red carpet.

While this may make it sound like counterculture has gone mainstream, don't be alarmed!

These trends feature uniqueness and self-expression at their cores. And that means everyone can dance to the beat of their own drum.



COUNTERCULTURE TREND #1

Skater Style

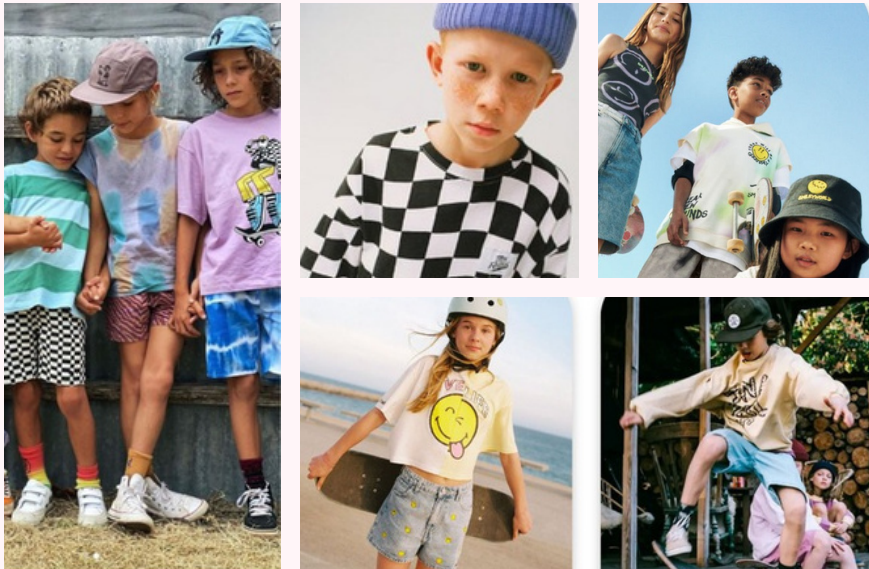
This kids look is influenced by skate culture, with a dash of grunge and punk rock for some vintage flavor. Its bold and unapologetic attitude emphasizes creativity, individuality, and having your own unique style.

Colors: Earth Tones, Dark and Light Neutrals

Dressing Style: Boho, Edgy/Urban

Embellishments: Novelty Graphics, Logos, Media Graphics, Patterned Embellishment, Color-Blocking, Cargo Pockets

Prints/Patterns: Checkerboard, Plaid, Tye-Dye, Ombre, Camo



COUNTERCULTURE TREND #2

Peep Toe Boots

Take a classic and turn it on its head! That's what this trend does, with toe cut-outs in the very front of classic heeled boots. #PeepToe has over 2 million views on Tiktok . . . And we see brands like Alessandra Rich bring peep toe boots to the forefront of the runway, making a statement with each and every step.

Dressing Style: Minimalist, Chic, Edgy

Embellishments: Statement Buckles, Cut Outs, Logos, Mixed Materials

Fabrics: Leather, Faux Leather, Patent

Print/Patterns: Solid, Metallics



COUNTERCULTURE TREND #3

Coconut Girl

The onset of remote work has ushered in new lifestyles and new ways of dressing. The Gen Z-beloved Coconut Girl trend reflects this, with colorful, comfy looks mixed with experimental statement pieces. It has 1 billion views on TikTok too, as this beachy, boho, and collectively colorful aesthetic shows no sign of slowing down.

Dressing Style: Boho, Edgy

Colors: Bright and Light Colors

Embellishments: Crochet, Cut-Outs, Frills, Graphics

Fabrics: Cotton, Jersey, Knit, Lycra

Prints/Patterns: Abstract-Print, Floral-Print, Tie-Dye, Tropical Prints



COUNTERCULTURE TREND #4

Fairycore

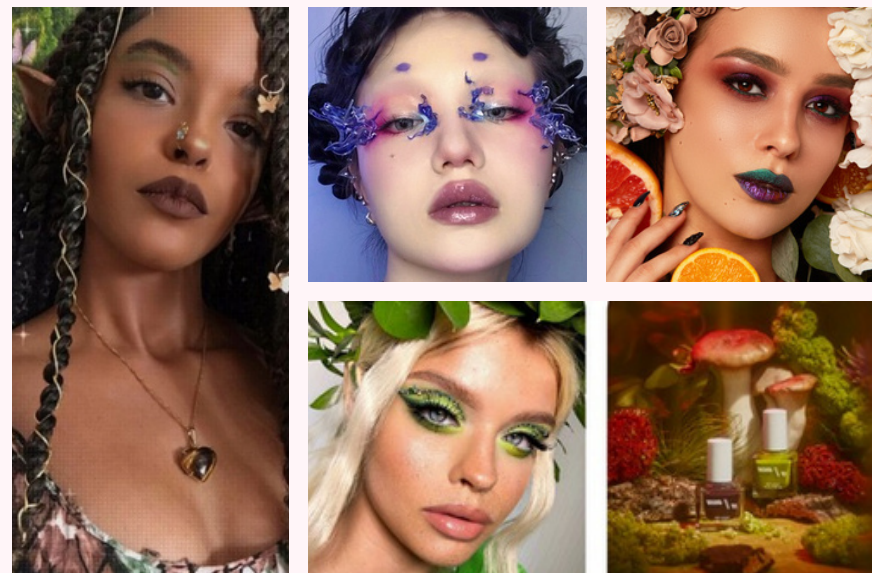
Explore the aesthetics of magical worlds and the spiritual elements of nature. Enchanting makeup looks celebrate fantastical folklore. In fact, #fairyCore has a whopping 5 billion views on TikTok alone with brands like Huda Beauty going all-in on the fantasy.

Beauty Style: Glam Beauty, Edgy Beauty

Colors: Green, Olive, Pink, Purple, Iridescent, Holographic, Lavender

Color Family: Light and Dark Colors, Light and Dark Neutrals, Pastels

Finish: Matte, Glitter, Glossy, Metallic, Shimmer



MACRO TREND

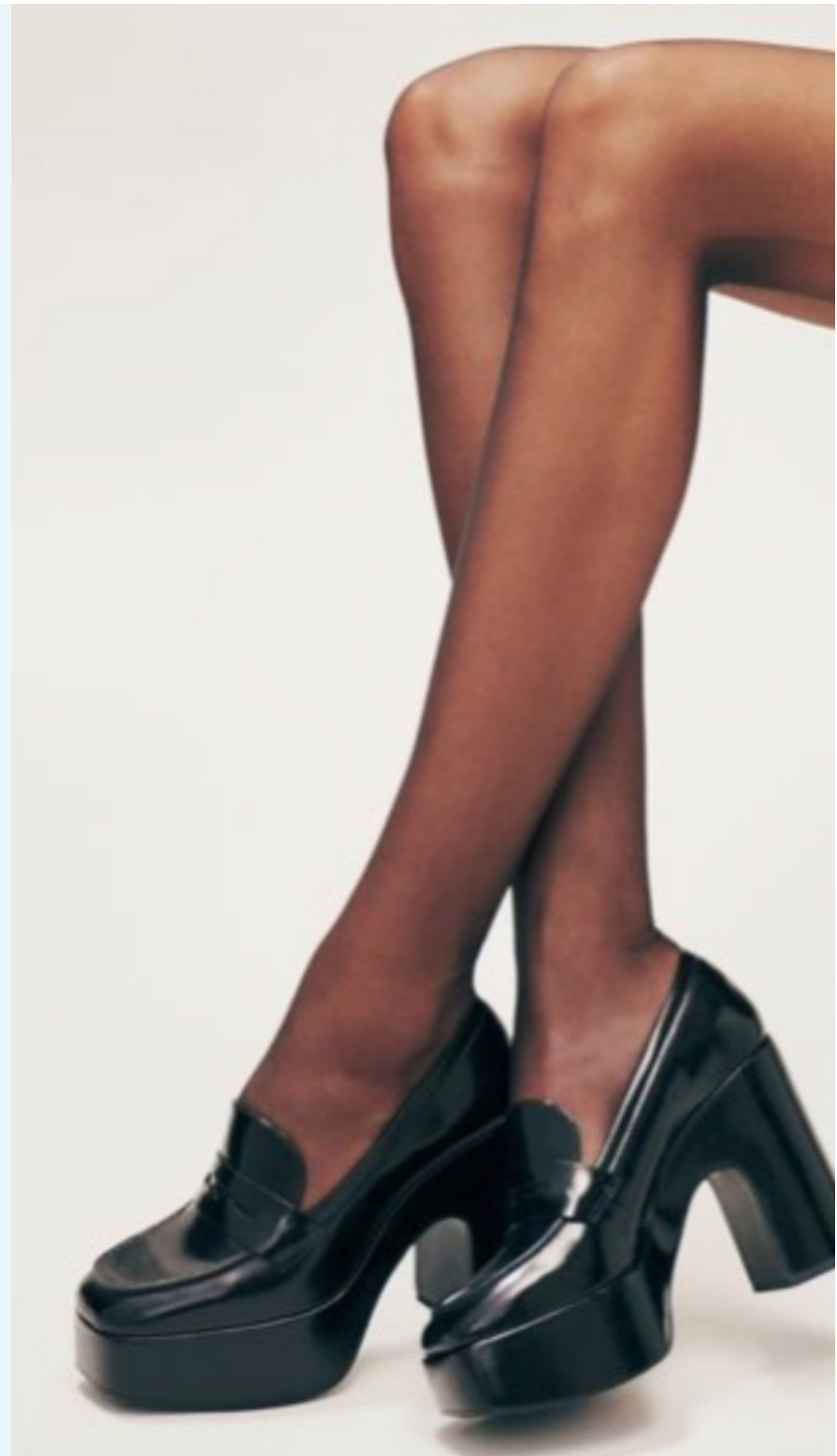
Over-The-Top Statements Pieces

Big, bold, and bombastic, statement pieces are making a splash this Spring and Summer.

With [#statementJewelry](#) having 42.5k posts on TikTok and [#monochromeOutfit](#) having 209.6 million views, we see several celebrities, influencers, and brands making such statements on the runway and red carpet.

[Sciaparelli's](#) exaggerated silhouettes and surrealist accessories offer a haute couture take on this trend, meanwhile ready-to-wear brands like [Reformation](#) are offering monochromatic matching sets.

From muted, homogenous colors to gigantic platforms and accessories, each iteration of this macro trend isn't for the faint of heart.



OVER-THE-TOP TREND #1

Elevated Loafer

Sky-high platform soles. Quirky cut-outs. Big buckles. Workwear is being rethought for the new era we're living in . . . and classic items are being updated in funky ways.

Keep the Quiet Luxury aesthetic, but make some of its elements scream with style. We see Prada doing this well, with its chunky soles supporting classic shoes.

Dressing Style: Classic, Chic, Minimalist

Embellishments: Statement Buckles, Cut Outs, Logos

Fabrics: Leather, Faux Leather, Patent

Print/Patterns: Solid



OVER-THE-TOP TREND #2

Statement Belt

Here's another nod to the early aughts. Wide belts with large and ornate buckles, fringe, and other unusual materials have made their way back into fashion.

Dressing Style: Edgy, Feminine, Boho, Novelty

Embellishments: 3D Embellishments, Fringe, Beads, Bows, Wide Sizes, Large Buckles, Chains

Fabrics: Leather, Metal, Woven, Mixed Media

Moschino's Spring '24 ready-to-wear collection belted out quite a statement by including beads, chains, letters, and crocheted elements in their belts.



OVER-THE-TOP TREND #3

Monochrome Outfits

It's minimalist. It's comfortable. And it fuses a zen aesthetic with loungewear and athleisure. Monochromatic looks have made their way into kids' fashion this season. The hype is real too, with #monochromeOutfit boasting 209.6 million TikTok views and #coords boasting 181.6 million views.

Dressing Style: Minimalist

Colors: Light Colors, Earth Tones

Embellishments: Drawstrings, Cargo Pockets, Half-Zips, Color-Blocking

Fabrics: Cotton, Sustainable Fabrics, Canvas, Fleece



OVER-THE-TOP TREND #4

Transparent Bags

This season's designers are coming up with fresh and futuristic takes on the ever-playful transparent bag. Expect to see a variety of colors, materials, and shapes that resemble an almost toy-like appearance.

Dressing Style: Minimalist, Edgy, Glamorous

Embellishments: Buckle, Logo, Mixed Material

Fabrics: PVC, Sturdy Plastic

Print/Patterns: Solid

Coperni is the true standout brand, when it comes to this trend, with bags in both crystal-clear and colored glass.



HOW LILY AI CAN HELP

Brands and Retailers Capitalize on These Trends

In today's dynamic retail marketplace, trends play a pivotal role in the discovery of products. Whether individuals are looking to explore a new style introduced through a marketing campaign or pop-up event, create a versatile capsule wardrobe inspired by their favorite fashion-forward celebrities, or embark on a home or beauty transformation influenced by social media platforms like Instagram or TikTok, trends have a significant impact on shopping and purchase choices.

Integrating trends into your product lineup is a practical approach for effectively curating collections that align with popular fashions, such as Wearable Wellness and Y2K-inspired fashion, or Counterculture Cool and Over-the-Top Statement Pieces.

Nonetheless, executing this process can be more challenging than it seems without the aid of AI technology. Lily AI provides AI-powered product attribution and content generation, empowering brands and retailers to seamlessly enhance their entire catalog. This not only encompasses product specifics such as embellishments, closures, and fit, but also extends to styles, occasions, and the latest trends. With more ease than ever before, marketers and merchandisers can curate product assortments for their "on-trend" marketing campaigns and promptly launch promotions, effectively capitalizing on the latest trends as they emerge.

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